

Applying of the territorial marketing technologies in organizations of socio-culture service and tourism

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Abstract

© Medwell Journals, 2016. In study actual problems of usage of technologies of territorial marketing in the activities of the organizations socio-culture service and tourism. Investigated the use of various means of advertising to promote products and services in the field of tourism and hospitality. Shows the main functional objectives of territorial marketing in the context of solving current regional problems. Much attention is paid to the creation of territorial brands as an important element of territorial marketing.

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Keywords

Advertising in tourism, City brand functional tasks of territorial marketing, Performance branding, Place branding, Territorial marketing